

April 27, 2018

To: Kalama Mayor and City Council Members

RE: Requesting tourism funds for the returning Kalama Heritage Festival

As some of the members already know, the Kalama Heritage Festival is returning to the Port of Kalama June 29-July 1, 2018. This event began back in 2005, the result of a former city council member with a good idea! The event ran from 2005-2010. Originally named the Kalama Days of Discovery, the festival grew to be a well-attended event numbering in the thousands over a 3-day period.

The event is a celebration of Hawaiian and Native American culture as part of the early history of Kalama. Although the activities take place on the “port side”, we expect visitors will find their way into the “town side” for a variety of reasons thus, benefitting local businesses.

I am a local volunteer with the non-profit Pacific Ohana Foundation which mostly produces this event. The POF has headed up this festival since 2006 until 2010.

We are soliciting your consideration in support of advertising funds. The quote from the

**Columbia River Reader is:**

**Full page color ad cost: \$1037. Half page color: \$562**

**Full page B&W: \$829 Half page: \$448**

**The submission due date would be May 25 for the June 15 publication.**

As a local volunteer and citizen, my interest is to help this type of quality event be successful so that it can support being an annual event once again. Attendance will likely increase because of McMenamans and the benefit of social media (which didn't exist or not yet widely used in the event's early days). Local businesses will benefit from the attendees and in fact, should anticipate an uptick in activity over that weekend.

I would request that the Council consider the funds an investment in the social and cultural capital to the city of Kalama. I do. Thank you for the opportunity to present this request!

Linda Dolph